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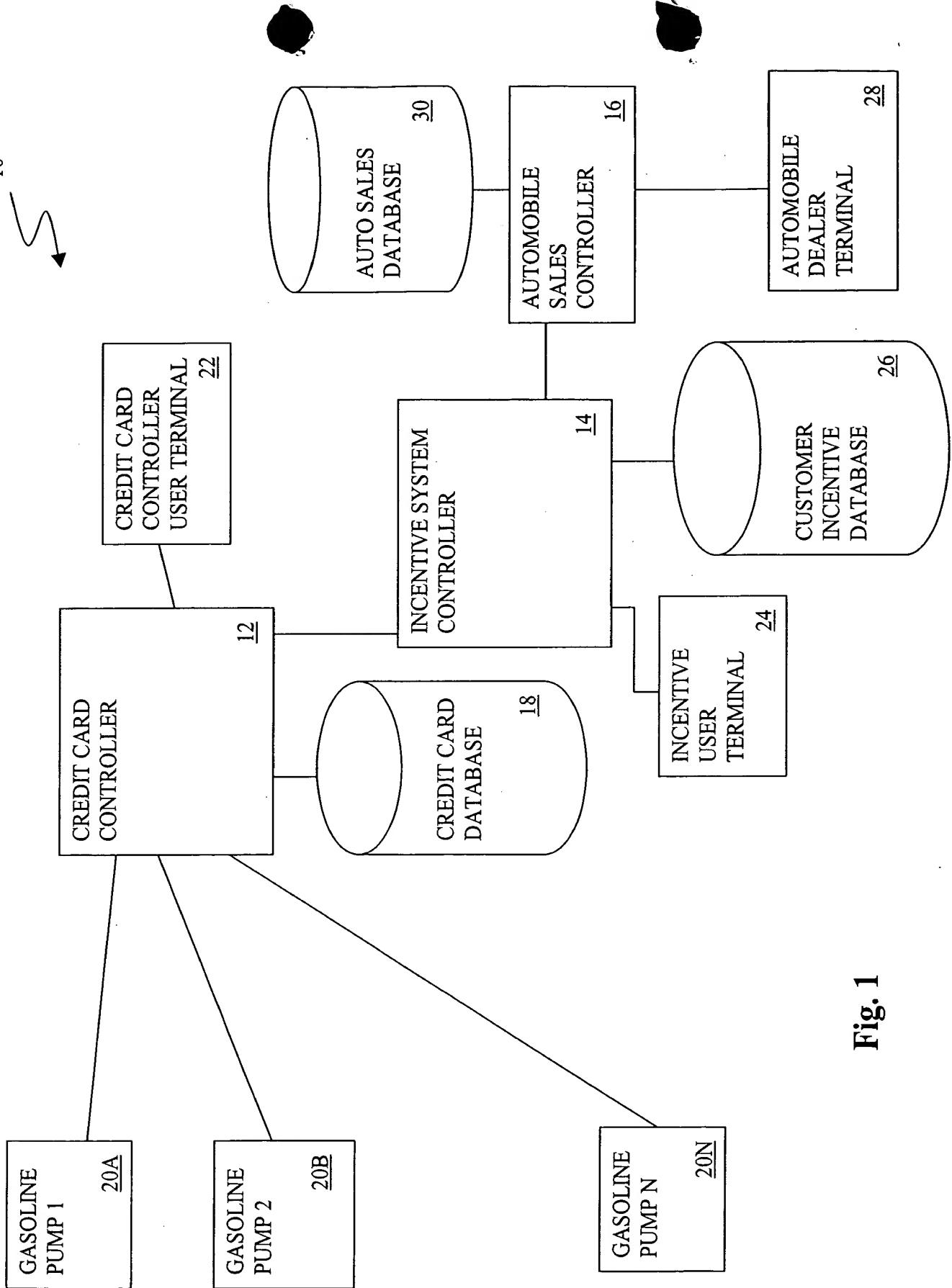


Fig. 1

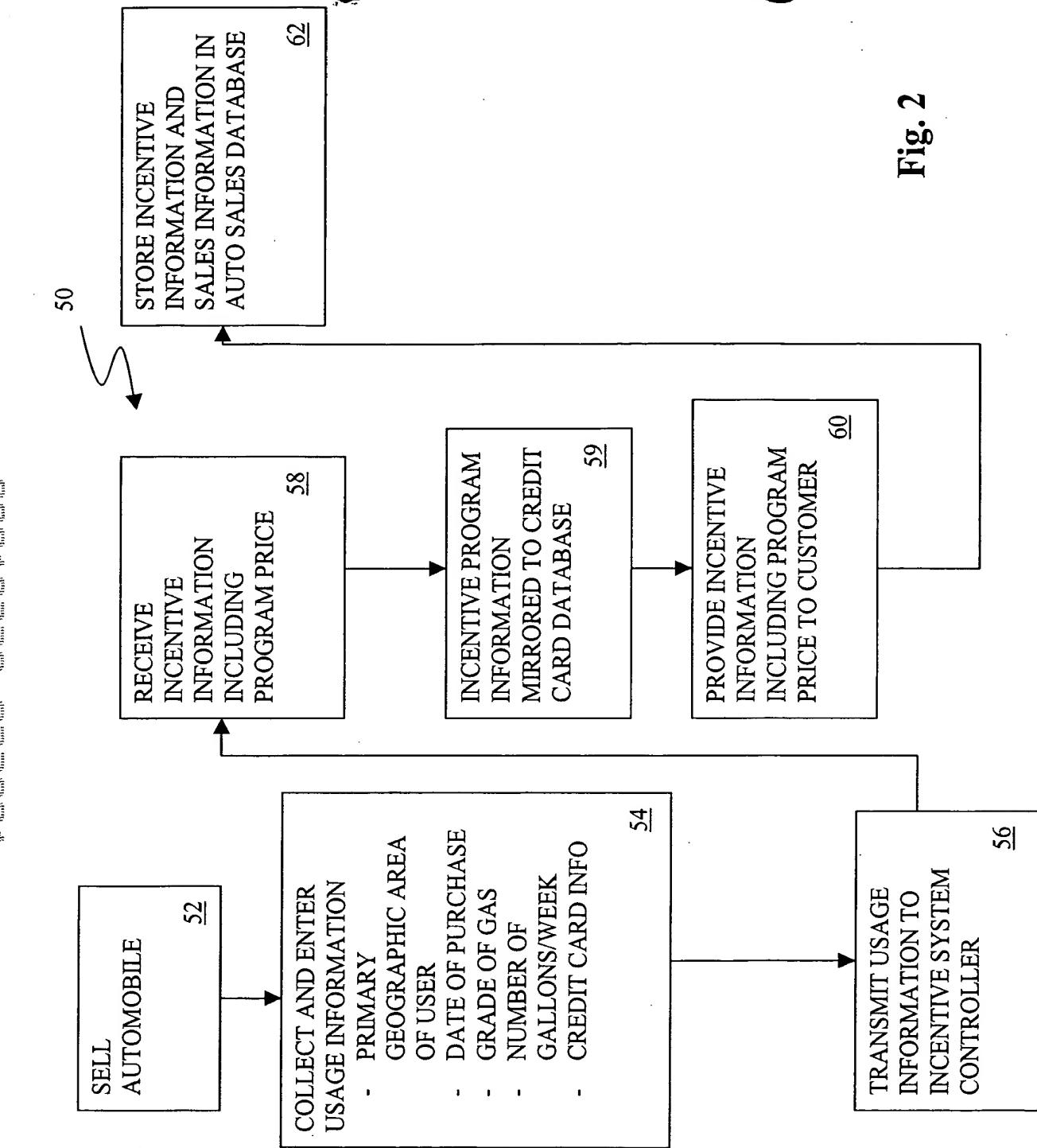


Fig. 2

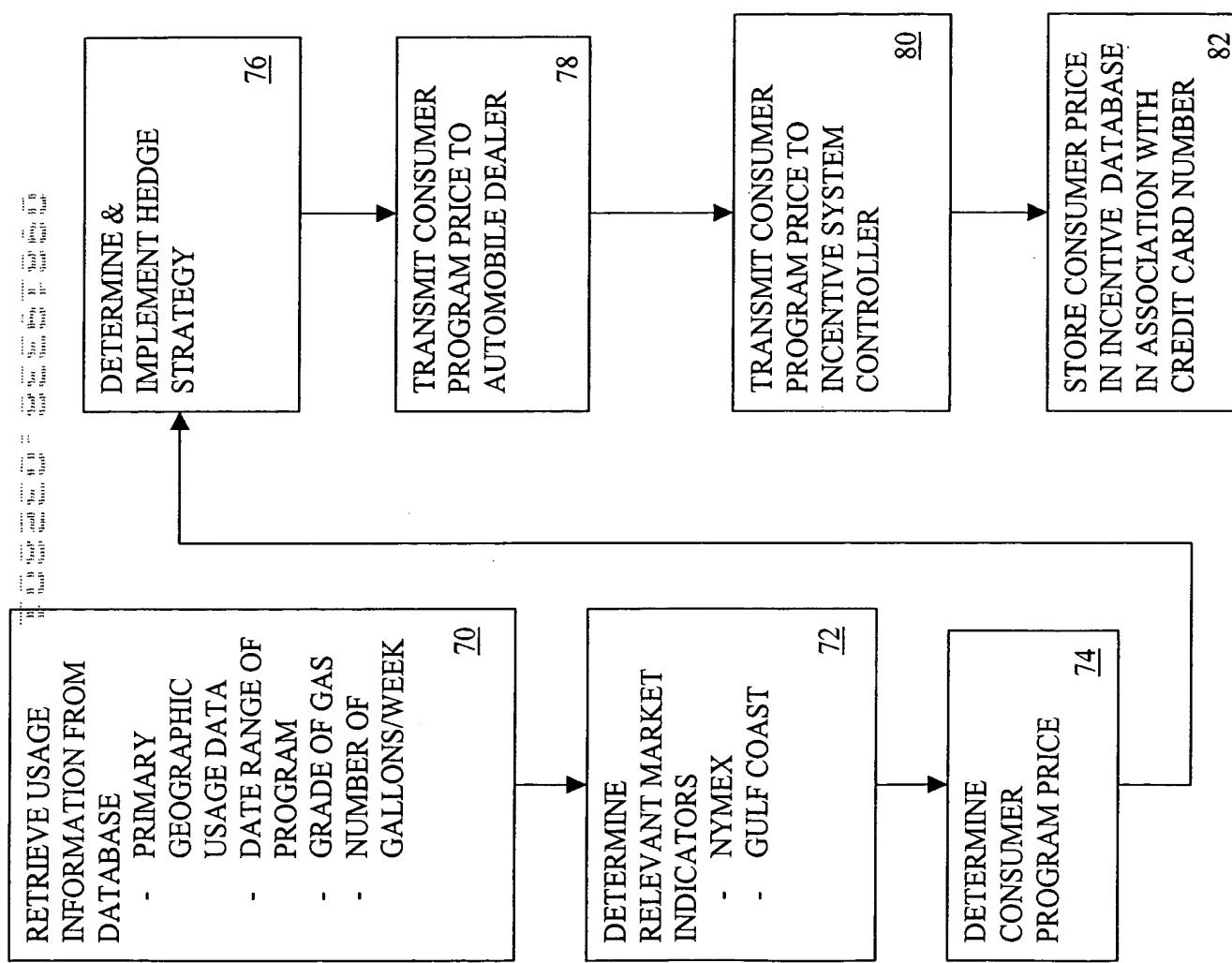


Fig. 3

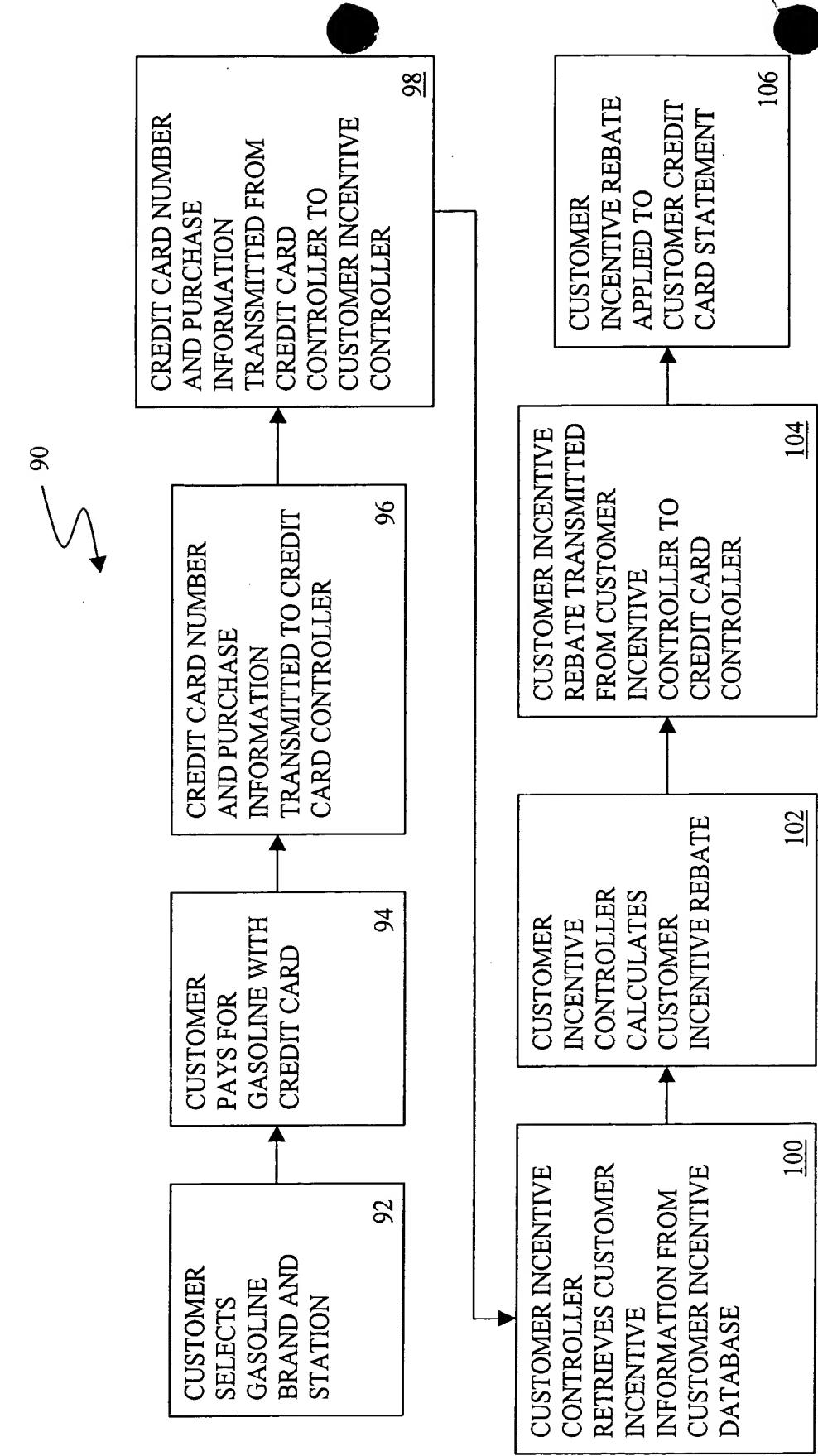


Fig. 4

CUSTOMER INCENTIVE DATABASE RECORD 36

CUSTOMER NAME		CREDIT CARD INFORMATION		GAS GRADE	GAS QUANTITY	PROGRAM PRICE	GALLONS USED THIS MONTH	DATE INFORMATION
37A	JOHN SMITH	123-4567-8910	89	OCTANE BRAND A	40 GALLONS/MONTH	\$1.50	15	PURCHASE DATE, PROGRAM DATE RANGE
37B	JANE DOE	234-5678-9101	90	OCTANE BRAND A	100 GALLONS/MONTH	\$1.60	40	PURCHASE DATE, PROGRAM DATE RANGE

Fig. 5

GASOLINE PURCHASE DATABASE RECORD 40

CUSTOMER NAME		CREDIT CARD INFORMATION	GAS GRADE	GALLONS OF GAS PURCHASED	RETAIL PUMP PRICE	TAXES
41A	JOHN SMITH	123-4567-8910	89	10	\$2.00/GALLON	\$0.15/GALLON
41B	JANE DOE	234-5678-9101	90	20	\$2.25/GALLON	\$0.20/GALLON

Fig. 6

AUTOMOBILE SALES DATABASE RECORD 44

		CUSTOMER INFORMATION & CREDIT CARD NUMBER		CUSTOMER INCENTIVE INFORMATION		INCENTIVE DATE INFORMATION		AUTOMOBILE SALES INFORMATION	
45A									
JOHN SMITH	123-4567-8910	89 OCTANE/40 GALS. PER MONTH/\$1.50 + TAXES/GALLON				PURCHASE DATE, PROGRAM LENGTH		SUV MODEL ABC, RED, 4WD, OPTION PACKAGE Z	
45B	JANE DOE	234-5678-9101	90 OCTANE/100 GALS. PER MONTH/\$1.60 + TAXES/GALLON			PURCHASE DATE, PROGRAM LENGTH		SPORTS SEDAN MODEL BCD, YELLOW, OPTION PACKAGE L	

Fig. 7

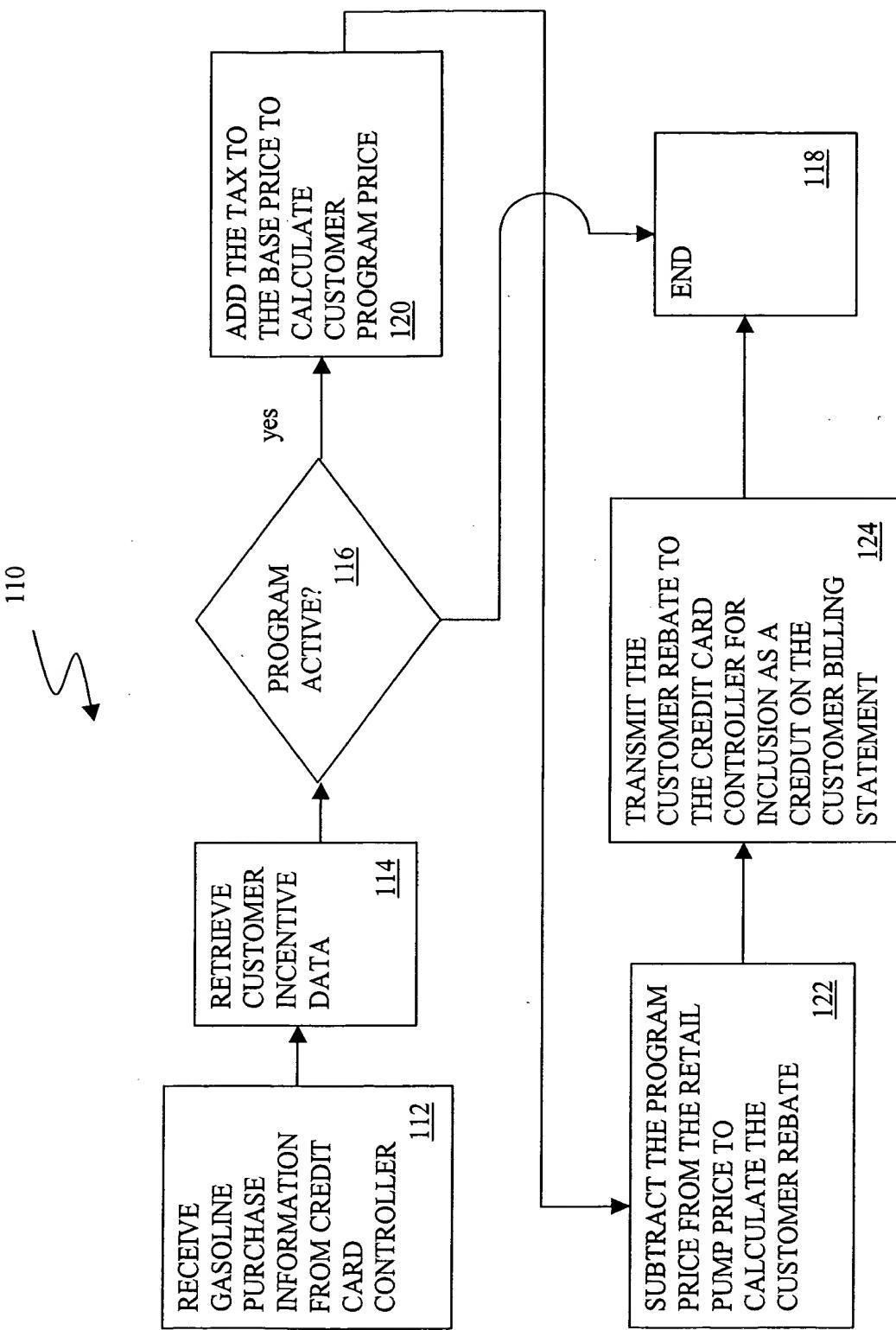


Fig. 8

SAMPLE CALCULATION SPREADSHEET 111

VARIABLE	COST OR QUANTITY	DESCRIPTION OF VARIABLE OR CALCULATION
112' GASOLINE QUANTITY	15 GALLONS	QUANTITY OF GASOLINE PURCHASED AT RETAIL PUMP
RETAIL PUMP PRICE/GALLON	\$2.00	RETAIL PRICE PAID AT PUMP
TAXES/GALLON	\$0.20	TAXES IN RETAIL PRICE
TOTAL CUSTOMER RETAIL PRICE	\$30.00	GASOLINE QUANTITY * RETAIL PUMP PRICE/GALLON
114' PROGRAM PRICE/GALLON	\$1.50	AS CALCULATED BY INCENTIVE PROVIDER; RETRIEVED FROM STORAGE
120' TOTAL CUSTOMER INCENTIVE PRICE	\$25.50	(PROGRAM PRICE/GALLON + TAX/GALLON) * GASOLINE QUANTITY
122' REBATE TO CUSTOMER	\$4.50	TOTAL CUSTOMER RETAIL PRICE - TOTAL CUSTOMER INCENTIVE PRICE

Fig. 9

CREDIT CARD DATABASE RECORD 32

32A		32B		32C		32D		32E	
CUSTOMER NAME		CUSTOMER CREDIT CARD INFORMATION		INCENTIVE PROGRAM MEMBER?		INCENTIVE PROGRAM INFORMATION		OTHER CUSTOMER INFORMATION	
33A	JOHN SMITH	123-4567-8910		YES		AUTOMOBILE MANUFACTURER A		ADDRESS, ACCOUNT INFORMATION, ETC.	
33B	JANE DOE	234-5678-9101		YES		AUTOMOBILE MANUFACTURER A		ADDRESS, ACCOUNT INFORMATION, ETC.	

Fig. 10